



Feb 20th, 2018

Ring wants to help reduce crime and increase safety in Cape Coral

Ring is excited to propose a solution to the Cape Coral PD (Agency) to help reduce crime and assist with investigations in your community.

Program Description

This program will provide Cape Coral PD access to the Ring Neighborhoods platform to communicate with Ring Neighbors, view Neighbor supplied video, determine general camera density/location and encourage community engagement as we work together to make Cape Coral neighborhoods safer.

- The Ring Neighborhoods platform is a digital neighborhood watch that both law enforcement and the public can access free of charge by downloading the Ring mobile app (iOS and Android).
- The app allows Ring Neighbors to share and comment on real time crime and safety events in their neighborhood. There are already more than 8,000 Cape Coral residents using the app.
- As part of the program, Cape Coral PD may:
 - View the critical crime and safety events that are posted in the app by neighbors to assist in law enforcement operations and investigations; and
 - Post information relating to critical incidents and other incidents in the app to keep neighbors informed regarding issues in their neighborhoods.
 - In addition, Cape Coral PD and Ring may work together to offer subsidized Ring cameras to select parts of Cape Coral.

Responsibilities

Ring Will:

- Make the Ring app available to Cape Coral residents free of charge.
- Donate Ring cameras to Cape Coral PD or area of Cape Coral based on the number of qualifying downloads of the app that result from the program. Each qualifying download will count as \$10 towards these free Ring cameras. Ring will seed the program with an initial donation of 30 Ring cameras.
- Make the Ring Neighborhoods portal available to Cape Coral PD, free of charge, including support and training for Cape Coral PD employees.
- Request from Cape Coral PD, Cape Coral PD data/call logs and publish the relevant incidents in the app based on terms agreed with Cape Coral PD.

Cape Coral PD will:

- Encourage community involvement and engagement as Ring and the Cape Coral Police Department use the platform/app towards making Cape Coral neighborhoods safer.
- Choose how the free Ring cameras should be distributed. There are two options.
 - Cameras will be donated directly to Cape Coral PD. Cape Coral PD will in turn distribute these cameras to the community as part of its outreach programs.
 - Ring will directly distribute these cameras to the local community, with input from Cape Coral PD.
- Maintain appropriate access controls for Cape Coral PD personnel to use the Ring Neighborhood Police portal.
- Make data related to Cape Coral PD incidents/call logs available to Ring on a mutual agreed upon basis,
- Have the option, but no obligation, to participate in a subsidized camera program.

Term

Cape Coral PD's participation in the program shall commence upon Cape Coral PD's acceptance of these program terms. Either party may terminate this agreement or Cape Coral PD's participation in the program at any time upon providing written notice to the other party. The Ring Neighborhoods Portal will be available to Cape Coral PD by April 2nd, 2018.

Press Release

The parties shall agree to a joint press release to be mutually agreed upon by the parties.

Privacy and Terms of Use

Ring will not provide any customer personal information, including video footage, to Cape Coral PD without the prior consent of the owner. The City through the Cape Coral PD agrees to use the Ring Neighborhoods Police Portal for law enforcement purposes only. Ring's terms of service and privacy notice are attached as Exhibits "A" and "B", shall apply to all uses of the Ring app and Neighborhoods Police Portal.

Compensation

At no point shall either party receive compensation from each other as a result of this program.

About Ring

Ring is on a mission to reduce crime in neighborhoods. With a Ring Video Doorbell at your door and Security Cameras around the home, you can create a Ring of Security around your entire property and stop crime in its tracks.

Ring Video Doorbells and Security Cameras send you instant alerts on your phone, tablet and PC whenever motion is detected. Answer the alert, and you can see, hear and speak to people on your property from anywhere. If you catch something suspicious, Ring Neighborhoods also lets you share the videos with neighbors and local law enforcement, so you can all work together to reduce local crime.

RING, INC.

3/28/18

Date

By: Steve Sebestyen

Name: Steve Sebestyen

1523 26th St. Santa Monica, CA 90404
Address

Title: Head of Business Development

Cape Coral PD

[Signature]

Program Sponsor

5/23/18
Date

Police Chief
Title

APPROVED AS TO FORM:

By: [Signature]

City Attorney's Office

Date: 3/19/2018

Exhibit "A"

Privacy Notice

Ring Inc. and our affiliates ("Ring") respect your concerns about privacy. This Privacy Notice describes the types of personal information we obtain about consumers and other individuals identified below, how we may use the information, with whom we may share it, and the choices available regarding our use of the information. The Privacy Notice also describes the measures we take to safeguard the personal information and how individuals can contact us about our privacy practices.

Information We Collect

Information We Obtain About You

We obtain certain personal information in connection with the products and services we provide. The types of personal information we obtain include:

Contact information, such as name, phone number, and email and postal address;

Account information, such as online password and other log-in details used to access Ring products and services;

Payment information, such as name, billing address and payment card details, including card number, expiration date and security code, which is collected and stored by our third-party payment processor on our behalf; Ring stores only the last four digits of your payment card and the expiration date;

Social media handles, content and other data posted on our official social media pages;

Information We Obtain by Automated Means

When you interact with our products and services, we obtain certain information by automated means, such as cookies, web server logs, web beacons, and other technologies. A "cookie" is a text file that websites send to a visitor's computer or other Internet-connected device to uniquely identify the visitor's browser or to store information or settings in the browser. A "web beacon," also known as an Internet tag, pixel tag or clear GIF, links web pages to web servers and their cookies and may be used to transmit information collected through cookies back to a web server.

We may use these automated technologies to collect information about your equipment, browsing actions, and usage patterns. The information we obtain in this manner may include your device IP address, identifiers associated with your devices, types of devices connected to our services, web browser characteristics, device characteristics, language preferences, referring/exit pages, clickstream data, and dates and times of website or app visits. These technologies help us (1) remember your information so you will not have to re-enter it; (2) track and understand how you use and interact with our products and services; (3) tailor the services around your preferences; (4) measure the usability of our products and services and the effectiveness of our communications; and (5) otherwise manage and enhance our products and services, and help ensure they are working properly.

Your browser may tell you how to be notified when you receive certain types of cookies or how to restrict or disable certain types of cookies. Please note, however, that without cookies you may not be able to use all the features of our online services. For mobile devices, you can manage how your device and browser share certain device data by adjusting the privacy and security settings on your mobile device.

How We Use the Information We Collect

We may use the information we obtain about you to:

Provide our products and services to you;

Establish and manage your Ring account and profile;

Personalize your experience with our products and services;

Allow you to stream, save and share content through our services;

Identify and authenticate you so you may access certain content or use certain of our services;

Increase and maintain the safety and security of our products and services and prevent misuse;

Communicate with you and provide customer support;

Allow you to interact with certain third-party products or services (for example, to enable you to link to, or view content from, third-party sites within our services, or connect to third-party products and services through the Ring+ service);

Perform analytics (including market and consumer research, trend analysis, financial analysis, and anonymization of personal information);

Operate, evaluate, develop, manage and improve our business (including operating, administering, analyzing and improving our products and services; developing new products and services; managing and evaluating the effectiveness of our communications; performing accounting, auditing, billing reconciliation and collection activities and other internal functions);

Protect against, identify and prevent fraud and other criminal activity, claims and other liabilities; and

Comply with and enforce applicable legal requirements, relevant industry standards and policies, including this Privacy Notice and our Terms of Service.

We also may use the information we collect about you in other ways for which we provide specific notice at the time of collection and obtain your consent if required by applicable law.

Third-Party Analytics Services

We use third-party web analytics services on our websites and mobile apps. The service providers that administer these services use automated technologies to collect data (such as email and IP addresses) to evaluate use of our websites and mobile apps. To learn more about these analytics services, please click [here](#).

Online Tracking and Interest-Based Advertising

On our websites, we may collect information about your online activities to provide you with advertising about products and services tailored to your interests. This section of our Privacy Notice provides details and explains how to exercise your choices.

You may see our ads on other websites or mobile apps because we participate in advertising networks. Ad networks allow us to target our messaging to users considering demographic data, users' inferred interests and browsing context. These networks track users' online activities over time by collecting information through automated means, including using cookies, web server logs, web beacons and other similar technologies. The networks use this information to show ads that may be tailored to individuals' interests, to track users' browsers or devices across multiple websites, and to build a profile of users' online browsing activities. The information our ad networks may collect includes data about users' visits to websites that participate in the relevant ad networks, such as the pages or ads viewed and the actions taken on the websites. This data collection takes place both on our websites and on third-party websites that participate in the ad networks. This process also helps us track the effectiveness of our marketing efforts.

Our websites are not designed to respond to "do not track" signals received from browsers. To learn how to opt out of ad network interest-based advertising in the U.S., please visit www.aboutads.info/choices, <http://www.networkadvertising.org/choices/>, and <http://preferences-mgr.truste.com/>.

Information Sharing

We do not sell or otherwise share personal information about you except as described in this Privacy Notice. We may share your personal information with (1) our affiliates and subsidiaries and (2) our service providers who perform services on our behalf, such as order fulfillment and data analytics and storage. We do not authorize our service providers to use or disclose the information except as necessary to perform services on our behalf or comply with legal requirements. We also may share personal information with our business partners (1) with whom we jointly offer products and services; (2) to the extent you use Ring+ to connect to third-party products or services; and (3) for payment transaction and fraud prevention purposes.

We also may disclose information about you (1) if we are required to do so by law or legal process (such as a court order or subpoena); (2) in response to requests by government agencies, such as law enforcement authorities; (3) to establish, exercise or defend our legal rights; (4) when we believe disclosure is necessary or appropriate to prevent physical or other harm or financial loss; (5) in connection with an investigation of suspected or actual illegal activity; or (6) otherwise with your consent.

We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets (including in the event of a merger, acquisition, joint venture, reorganization, divestiture, dissolution or liquidation).

Ring+ Service

Through our Ring+ service, you may choose to connect to certain third-party services offered by our business partners. To activate a connection and allow the Ring products and services to interface with an available third-party service, each Ring+ connection requires the exchange of certain information between Ring and our business partner that is providing the third-party service. For example, to enable you to integrate Ring's products and services with those of our business partners, we may share certain account

information with those business partners, such as your account ID and email address. In addition, we may share certain data our products collect from their surrounding environment that is necessary to perform their functions (such as motion or events outside your door). In each case, we will engage with a given third-party service only if you choose to activate such a connection. You may revoke a connection to a third-party service at any time by contacting Ring at privacy@ring.com or, depending on the particular third-party service, accessing your settings under your account with that service. The privacy statements of our business partners apply to any information practices of those partners and to the information shared with them.

Other Online Services and Third-Party Features

Our website and mobile apps may provide links to other online services for your convenience and information, and may include third-party features such as apps, tools, payment services, widgets and plug-ins (e.g., Facebook, Twitter or PayPal buttons). These online services and third-party features may operate independently from us. The privacy practices of the relevant third parties, including details on the information they may collect about you, is subject to the privacy statements of these parties, which we strongly suggest you review. To the extent any linked online services or third-party features are not owned or controlled by us, Ring is not responsible for these third parties' information practices.

How We Protect Personal Information

We maintain administrative, technical and physical safeguards designed to protect personal information against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

How To Contact Us

If you have any questions about this Privacy Notice, or if you would like us to update information we have about you, change your preferences or exercise other applicable data protection rights, please contact us by e-mail at privacy@ring.com or write to us at:

Ring Inc.

1523 26th Street

Santa Monica, CA 90404

Exhibit "B"

Terms of Service

SOFTWARE UPDATES

From time to time, Ring may develop updates, upgrades, patches and other modifications to improve the performance of the Services and/or the Products or for other reasons in our sole discretion ("Updates"). You agree that Ring may automatically install such Updates without providing any additional notice to you or receiving any additional consent from you.

shop.

USER COMMUNICATIONS

Ring is pleased to hear from its customers. However, we do not accept or consider any unsolicited creative ideas, suggestions or other materials related to products, services or marketing. Anything you disclose or offer to us by or through our websites or our Services ("communications"), including e-mails to Ring or postings on interactive portions of our websites, shall be deemed and shall remain the property of Ring. If you send us such communications, you do so on a NON-CONFIDENTIAL BASIS, and we will have no obligation to keep such information secret, to refrain from using such information, or to compensate you for the receipt or use of such communications. Ring is free to use, for any purpose whatsoever, any communications, including but not limited to publishing, developing, manufacturing, and marketing our Products or Services using such communications. By submitting communications to us through our websites, via e-mail, or by any means, you hereby RELEASE Ring from any liability under any legal theory in connection with the use, modification, sale, or disclosure of any such communications. By uploading or otherwise providing any communications to our websites or to Ring, you hereby grant Ring, to the extent you retain any rights, the unlimited, perpetual right to reuse, redistribute, modify, and create derivative works from such communications for any purpose and in any media without compensation to you.

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Downloading or using our software (including our mobile application) does not give you title to such software, including any files, data and images incorporated in or associated with the software. Your use of any such software shall be only in accordance with these Terms. Our software is copyrighted by Ring or its licensor(s), and may be protected by one or more patents owned by Ring or its licensor(s). Software may not be copied, redistributed or placed on any server for further distribution. You may not sell, modify, decompile, disassemble or otherwise reverse engineer the software. Products and Services offered through this website shall be warranted, if at all, through the written license or warranty provided in connection with such product or software. These Terms apply to your use of all the Products and Services, including software that may be downloaded to your smartphone or tablet to access the Services (the "Application"). The Application is licensed to you on a limited, non-exclusive, non-transferrable, non-sublicensable basis, solely to be used in connection with the Products and Services for your private, personal, non-commercial use, subject to all the terms and conditions of these Terms as they are applicable to the Products and Services. You will only use the Application in connection with a device that you own or control. You represent and warrant that you are not located in a country subject to a U.S.

Government embargo, or that has been designated by the U.S. Government as a "terrorist supporting" country, and that you are not listed on any U.S. Government list of prohibited or restricted parties.

NO REPRESENTATIONS OR WARRANTIES

Ring makes no representations or warranties that our Products or Services are free of defects, viruses or other harmful components. We shall not be responsible for any damages or loss that may result from the hacking or infiltration of our websites or Ring's computer systems.

EXCEPT FOR THE LIMITED WARRANTY PROVIDED ON OUR WEBSITE, OUR PRODUCTS AND SERVICES ARE PROVIDED 'AS IS,' AND RING DOES NOT MAKE ANY WARRANTY OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE OR MERCHANTABILITY, NOR DO WE IN ANY WAY GUARANTEE THE QUALITY, DATA CONTENT, ARTISTIC WORTH OR LEGALITY OF INFORMATION, CONTENT, GOODS OR SERVICES THAT ARE TRANSFERRED, RECEIVED, PURCHASED OR OTHERWISE MADE AVAILABLE OR OBTAINED BY WAY OF THIS WEBSITE OR THE SERVICES. WE DO NOT WARRANT THAT OUR PRODUCTS OR SERVICES WILL BE SECURE, UNINTERRUPTED, OR ERROR-FREE, OR THAT DEFECTS WILL BE CORRECTED. APPLICABLE LAW MAY NOT ALLOW THE EXCLUSION OF IMPLIED WARRANTIES, SO THE ABOVE EXCLUSION MAY NOT APPLY TO YOU.

EXCLUSION OF LIABILITY

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